



Tips for Planning a Media Event:

1. Choose and secure your venue and date

- Library
- YMCA
- Town Hall
- City or County Building

2. Choose and secure a speak who will attract local media

- Politician
- Legislator
- Mayor
- Athlete
- Local Celebrity

3. Create list of invitees

- Local organizations
- Pool operators
- Swim clubs
- Schools
- Camps
- Pool and Spa Professionals

4. Create media list and send invitations

- Email
- Phone Calls
- Fax

5. Obtain sponsor funding

6. Order refreshments

7. Order consumer giveaways